



Capitol Holiday Tree 2003



***Idaho's Gift to the
Nation***



Holiday Tree History

- ***Capitol Holiday Tree* tradition was established in 1964**
- **The US Forest Service has sponsored the tree since 1970**
 - **17 states have provided:**
 - 22 spruce trees**
 - 9 true fir trees**
 - 2 Douglas fir trees**
- **The first time *The Tree* has come from Idaho**





History

- ❖ Idaho was given the unique honor to provide the 2003 US Capitol Holiday Tree
- ❖ Perfectly shaped, 80-foot Englemann Spruce
- ❖ Selected from the Boise National Forest





Our Charge

- Provide approximately 80 smaller trees from across Idaho will be distributed to other federal buildings in Washington, DC
- Provide 5,000 ornaments handcrafted by Idaho Citizens to adorn *The Capitol Holiday Tree*





Cutting Ceremony



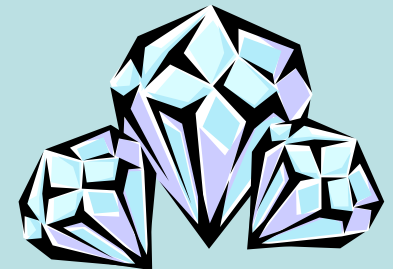






Sponsorship

- ◆ Idaho Gem - \$25,000
- ◆ Star Garnet - \$15,000
- ◆ Gold - \$10,000
- ◆ Silver - \$5,000
- ◆ Opal - \$2,500
- ◆ Sapphire - \$1,000
- ◆ Obsidian - \$500
- ◆ Jasper - \$100
- ◆ Agate - \$50





Citizen Participation

- Sponsoring the Tree
- Purchasing Capitol Holiday Tree merchandise
- Making ornaments
- Hosting Community Celebrations
- Contributing to the Effort



2003 Idaho Tree



Companion Trees





2003 Ornaments





Idaho Quilts





Capitol Holiday Tree Merchandise







Journey Across Idaho

- Begin in Boise on November 8
- Travel throughout the state
- Leave Idaho for Washington, DC November 22





Cross Country Journey

● **Begin
across the
country on
November 23**

● **Arrive in
Washington,
D.C. on
November 30**



Arrival in Washington, DC





The Ceremony

- December 11, 2003 the Speaker of the U.S. House of Representatives will light the tree
- An expected audience of up to 2,000
- Idaho-sponsored reception in Washington, D.C. for 500 guests following the ceremony





Overall Structure

- ❖ **Idaho Community Foundation (501 c 3 nonprofit)**
- ❖ **Steering Committee (Oversight)**
- ❖ **Various Sub Committees**
- ❖ **Board of the Friends of the Capitol Holiday Tree 2003**
- ❖ **Capitol Holiday Tree Fund**
- ❖ **Project Fund Raiser & Project Coordinator**
- ❖ **Project Webmaster/Web Site**
- ❖ **Project Merchandiser**



Organizational Structure

**Idaho Community Foundation (501 c 3 nonprofit)
(Capitol Holiday Tree Fund)**

**Steering Committee
13 Members**

**Board of Friends
4 Members**

Project Coordinator

Fundraiser

**Project Subcommittees
5 Subcommittees**



Organizational Structure Con't.

Subcommittees

- Strategic Communications
- Volunteers & Diversity Groups
 - Elected Officials
 - Funding & Partnerships
 - Community Coordination



Project Funding

Fundraising

**It is a science and an art that
requires planning,
organization and volunteers**

There are no shortcuts!

There is no silver bullet!



Project Funding

Put together a strong strategy:

- **Conduct a brief feasibility study or project assessment**
- **Establish a steering committee for fundraising**
- **Get a good budget for the project, including in-kind needs**
- **Establish a reasonable cash goal for fundraising**
- **Develop a plan on the funding sources**

Foundation Grants

Corporate Funds

Individual Contributions



Project Funding

Determine how donations will be secured

One-on-one solicitations

Mailings

Advertising

Grant research and writing

Events



Project Funding

- **Develop a list of sponsor benefits**
- **Define realistic sponsorship or funding levels and the benefits that will be assigned to those levels**
- **Determine how many sponsors will be needed at each level to reach goal – this is flexible, but will assist in keeping the fundraising on track during the solicitation process**



Project Funding

- Draft a case statement:

Project History

Project Purpose

Donor Recognition

Benefits for Donors

Financial Goals and Budget

Urgency

Passion



Project Funding

The 2003 Capitol Holiday Tree Campaign

- The Board and Steering Committee determined that the project would have a single solicitor
- A budget was developed and revised as needed
- From that budget it was determined that \$45,000 cash should be raised and approximately \$200,000 in-kind
- Funding Sources – a mix of all three main sources were used: Foundation, Corporate & Individual



Project Funding

- The main fundraising activity was one-on-one solicitations
- One foundation grant was pursued
- A few targeted mailings were sent out early in the process
- In-kind assistance allowed for advertisements
- The case statement was a PowerPoint program that could be used as a presentation or a printed leave-behind



Project Funding

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Project Funding

2003 Capitol Holiday Tree Sponsorship Benefits

- **Companion Tree sponsorship for House, Senate or Agency**
- **VIP Tickets to Events planned in Boise and Washington DC**
- **Mention in all advertising and public relations material**
- **The business logo on the side of vehicle transporting the tree**
- **Prominent logo position and link at tree website**
- **Tree ornaments hung on Capitol Holiday Tree**
- **Use of Capitol Holiday Tree logo**
- **Capitol Holiday Tree merchandise**



Project Funding

In-kind Needs for the Project:

These items need to be identified early on in the project and they need to be finalized with time to spare before they are needed

Develop a budgeting process that allows you to track the source for each item – cash, in-kind, restricted cash, etc.



Project Funding

Make sure you properly price in-kind donations

Provide donor benefits that are appropriate for in-kind donations

Be sure to adjust cash needs if in-kind items are not obtainable, or if an unforeseen in-kind opportunity arises

Be sure not to lose sight of the need to raise cash



Project Funding

One-on-One Solicitations

Small Talk	5 minutes
Opening	5 minutes
Questioning	5 minutes
Listening	Always!
Presenting Your Case	10 minutes
Dealing With Objections	10 minutes
Asking For The Gift & Closing	5 minutes

Total Time – 40 minutes MAX



Project Funding

Key Items to Remember When Fundraising:

1. People give money because they want to
2. People don't give money unless they are asked
3. People give money to people
4. People give money to opportunities, not needs
5. People give money to success, not to distress
6. People give money to make a change for the good



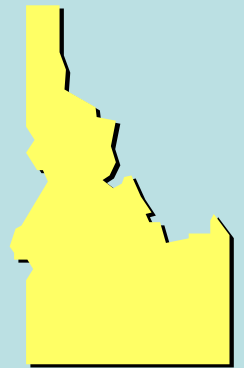
Project Funding





Our Purpose

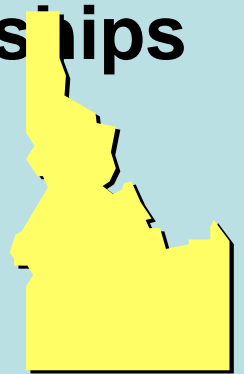
- ❖ **Promote civic involvement**
- ❖ **Raise the awareness of Idaho's natural resources**
- ❖ **Promote Idaho and its businesses**
- ❖ **Develop partnerships at local & state level**





Our Purpose con't.

- ❖ Build framework for multi partner projects
- ❖ Strengthen community connections
- ❖ Create non profit template to assist communities
- ❖ Foster federal/citizen partnerships



2003 Final Product





Capitol Holiday Tree 2003

*Idaho's Gift to the
Nation*

Get Involved!